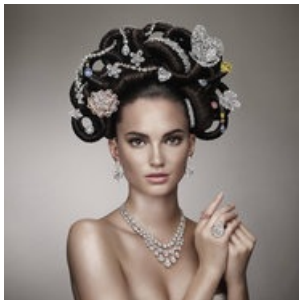


PRINT

Graff gathers essays, images to show founder's passion

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Graff's 2013 Hair & Jewel

By STAFF REPORTS

British jeweler Graff Diamonds is telling its brand story through a new coffee table tome with a foreword written by Vogue International editor Suzy Menkes.

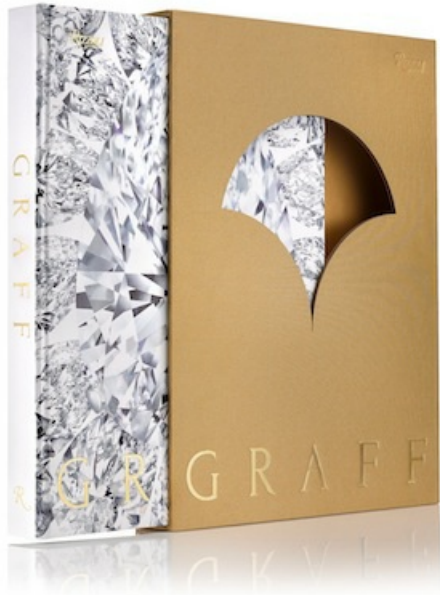
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Established in 1960, Graff was founded by Laurence Graff who at 22-years-old started his jewelry house after becoming attracted to diamonds as a young boy. As a self-taught gemologist and apprentice at Hatton Garden in his youth, Mr. Graff's success mirrors heritage houses in the sector, but with a modern twist.

Diamond library

Published by Rizzoli, the "Graff" retrospective book tells the brand's story through photographs and advertisements throughout the years, which have secured its place in the public's imagination. Overall, the book aims to mesmerize consumers with an appreciation for high-jewelry through the story of a man whose "life and passion are one and the same."

Highlights in the tome include famed stones such as the 603-carat Lesotho Promise, which Graff divided into 26 cuts for a necklace, the largest Fancy Vivid Yellow diamond, the 118.08-carat Delaire Sunrise and the largest D Flawless round 102.79-carat diamond, the Graff Constellation. Statement pieces designed by Graff, such as the "Hair and Jewel" coiffure from 1970 and its 2013 update are also featured.



Graff coffee table book, published by Rizzoli

Personal touches include Mr. Graff's archives featuring his family's beginnings in London, as well as his son Francois Graff, who serves as the brand's CEO.

Text sections of the book, broken into a number of essays, are penned by: jewelry historian Vivienne Becker; founder of the "Jewelry Editor" Maria Doulton; author Nina Hald; fine jewelry consultant Joanna Hardy; social historian and author Nicholas Foulkes and novelist Joanne Harris.

Available online at GraffDiamonds.com and bookshops for \$95, all proceeds from Graff will be donated to the jeweler's charitable foundation, Facet. Graff's Facet foundation supports education, health and well-being of the people of Sub-Saharan Africa, where the jeweler sources many of its stones.

Giving back to the communities in which raw materials are sourced for the fine jewelry industry has become common place.

For example, colored-gemstone miner Gemfields recently announced plans to help raise the awareness needed for the conservation of the world's lions.

The Montepuez Ruby Mining company, owned by Gemfields and its local business partner Mwiriti, has pledged its support to the Niassa Lion Project to protect the wildlife that calls the Niassa National Reserve in Mozambique home. Gemfields encourages transparency among its mining operations, and giving back to the local community through wildlife conservation is a tactic that will resonate with consumers ([see story](#)).

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